

SIMPSON Store Opens 8 a.m. Closes at 5.30 p.m. H. H. Fudger, Pres. J. Wood, Manager PROBS. Fairly fair, but some local thunderstorms, turning cooler at night. **SIMPSON**

A World-wide Collection of Merchandise Has Arrived at the Simpson Store

Joy For the Home Furnishers

Our Fourth Floor will be in gala attire to-morrow for an event of unusual importance.

The First Showing of New Floor Coverings and Curtains

Just run down this list and see what world-wide buying we have done to collect this magnificent stock. Besides, our orders were sufficiently large, too, in some getting the best prices—that's why you'll find the following prices just a little less than usually prevail on new merchandise of this class.

FROM NOTTINGHAM.

Nottingham Lace Curtains, which have deservedly won world fame for their excellency of weave, design and finish. Our fall showing covers the entire range of prices. At \$3.50 we show a particularly beautiful range of new patterns

FROM ST. GALL, SWITZERLAND.

Swiss and Point Venice Curtains, from \$3.50 to \$20.00. Perfect Curtains in exclusive designs and worthy of the highest use to which they can be put. We call your attention specially to our Point Venice selling at 12.00

FROM GLASGOW.

Curtain Madras and Fancy Nets, which in novelty of weave, designs and colorings surpass our past extensive showings. Most interesting are the numbers selling at 40

FROM MANCHESTER.

Sateens, Cretonnes and Chintz, in a display of colorings covering almost every conceivable combination, and at prices from, per yard, 10 to 2.00

FROM PARIS.

Silk Brocades, Brocattelles, Tapestries and Shadow Taffetas, Marie Antoinette and Point Arab Curtains, in the very newest designs. The prices are as moderate as those on inferior goods.

RUGS FROM ELDERSLIE, SCOTLAND.

For Seamless Rugs, any size, any coloring, any shape. To secure the finest, the best, our buyer must go to Scotland. The prices are moderate; size 9 x 12 feet 33.00

INLAID LINOLEUMS FROM LONDON.

On the banks of the Thames, near old London, are made the best Inlaid Linoleums in the world. The tile patterns are unequalled. Per yard 1.00

CORK LINOLEUMS FROM KIRKCALDY.

From Scotland we bring our Fine Cork Linoleums, durable, serviceable, dependable. Per yard 37

CARPETS FROM KIDDERMINSTER.

The centre of the carpet world is Kidderminster. Carpets, Rugs and Mats, direct from headquarters; a fine example is a Wilton Rug, in reproduction of the Persian design and coloring at 47.50

PARQUETRY LINOLEUMS FROM BEKLIN

The inlaid parquet effects of the famous Rexdarker Linoleums from Berlin are unequalled the world over. The wood grain effects are absolutely perfect. Per square yard 1.25

SCOTCH WOOL RUGS FROM DARVEL, SCOTLAND.

For bedroom use with cretonnes, chintzes, etc., there is nothing so pretty or to wear so well as a Scotch Art Rug. Size 9 x 12 sells at 13.75

RUGS FROM INDIA.

Made in Northern India by the native tribes of the Himalayan border. We find some of the most beautiful Oriental carpets. We are making a special display this week.

Interesting Shopping To-day

Exhibition of Oriental Rugs, Anatolians, at 6.75
D. & A. Corsets, Less Than Half Price
Exclusive Tunics, Worth \$30.50, for 19.50
The Finest Cut Glass, Half Price
Men's \$10 Paramatta Coats for 7.00
\$3.50 and \$4.00 Women's Shoes for 1.75
The Initial View of the Paris Model Gowns.

FOR weeks past, westward-plying ships have been carrying across the Atlantic new Simpson merchandise, collected from a hundred points of Europe.

For weeks before that Simpson buyers had been in and out of every important market in the old land, bargaining for the attractions they'll show you to-morrow.

And now the goods have arrived, the cases are knocked down, the lids are off the boxes, and the new Simpson stocks are ready for you!

So come and make the grand shopping tour of Europe here to-morrow—no day's shopping in Europe will match it for interest and value.

The Best Furniture in the World

Despite the enterprise of our American cousins, the very best furniture in the world is still made in Great Britain. Those who saw our Fair exhibit saw examples of Scotland's and England's finest craftsmanship.

If you'd like to examine this excellent furniture more at your leisure, it is now displayed to good advantage on our Fifth Floor, along with some fine pieces from Italy.

FURNITURE FROM SCOTLAND.

Dining-room Suite, in solid mahogany, well made and beautifully finished in "Adams" style, details of which are carried out by the most expert workmen. Price 1500.00

Bedroom Suite, of ten pieces, in French grey enamel, handsomely decorated. This is without doubt one of the finest suites we have ever had on our floors. Price 1200.00

FURNITURE FROM ENGLAND.

Upholstered Arm Chair, deep and comfortable. Price 70.00

Settee, to match. Price 98.00

Solid Mahogany Chair, design is pure Chippendale. Price 100.00

FURNITURE FROM ITALY.

Drawing-room Suite, of three pieces, in mahogany; settee, arm chair and reception chair. Price 150.00

Unusual Values in Dinnerware

A most enticing display of Dinnerware is to be found in our new Basement. Such a selection as could only be got together by personal investigations in the great potteries of England, France and Germany. Combine this good choosing with to-morrow's prices and you have bargains that can scarcely be overlooked.

English Porcelain Dinner Set, splendid quality, artistic design with rich gold finish; complete for twelve people. Wednesday, special 7.99

97-piece Dinner Set, in a rich, full cream porcelain body, maple leaf border designs with dainty chain of roses. Wednesday, extra special 15.00

600 Decorated Fireproof Teapots, in olive green, terra cotta, etc., up to 75c. Wednesday 25

No Mail or Phone.

Royal Doulton Dinner Set, complete Tea and Dinner Service for 12 people. A masterpiece in design, artistic beauty and sterling worth at a popular price. Wednesday, special 21.25

Carlsbad China Dinner Set, 97 pieces, translucent white ware with rich glaze, heavy gold band design. Wednesday 25.00

Theo Haviland Dinner Set, 102 pieces of this famous Potter's Limoges China, dainty apple blossom design; all pieces gold stippled. Wednesday 47.50

Birmingham Jewelry

Birmingham is the birth place of the best of the lower-priced jewelry. Priced at less than one dollar, the results obtained seem almost incredible, and are only due to the excellent workmanship put into the article by the Birmingham workmen.

300 pairs Cuff Links, gold filled, Roman finished, burnished edges, 25c three-letter monogram engraved free. Each pair in a velvet box. Wednesday 69

9 Karat Bar Pins, pearl leaf design with amethyst. Wednesday 98

Neck Chains, 16 inches, curb pattern, gold filled. Wednesday 49

Three Lots of Matting Suit Cases

will be cleared from our Top Floor to-morrow at such prices as make it compulsory for us to say "no dealers supplied." There are just three hundred of them, and, as any dealer in Toronto knows, there's a quick sale for them at regular prices. But we cannot stock them at present, and we therefore offer them to you at the following close prices:

Lot 1—Regular price \$4.25. Wednesday's price 2.95

Lot 2—Regular price \$2.55. Wednesday's price 1.95

Lot 3—Regular price \$2.25. Wednesday's price 1.65

For the Thrifty Housekeeper

Good housekeepers know that the best table linens come from Belfast, that Scotland makes some rare good linen towels, and that French flannel is the kind to buy, if the price is not too high. In this list, some may think the prices are too low—too low to represent reliable goods—but come to-morrow and let us show you the facts; then you'll change your mind.

Satin Damask Table Cloths, imported from Ireland, new designs and heavy borders, 72 x 90. Wednesday 2.95

Scotch Linen Towels, best hemmed, Huckaback pure linen. We bought them a bargain, so can you; 19 x 38. Three pairs for 1.00

French Flannels for blouses, kimono, lounging robes, etc., per yard 50

Manchester Longcloths, 1 yard wide, a delightful nightgown longcloth, per yard 10

Bolton Quilts, beautiful white satin quilts for large double beds. Wednesday 1.09

Venetian Lace Pieces from Plauen, 21 x 21, pure linen centres. Wednesday 1.50

White Double-bed Blankets, cleaned and unshrinkable, 66 x 82. Regular \$3.65 a pair. Wednesday 2.95

Saxony Wool Blankets, the best, 70 x 86. Wednesday, a pair 4.82

A Navy Blue English Worsted Suit is

The most serviceable suit for all seasons. The standard suit for Machinist, Motor Man or Millionaire.

The suit in which you look best.

The suit for Sunday or week day.

The suit which you very rarely get below regular price.

The "Bread and Cheese" of the clothing trade, and yet at 8 o'clock on Wednesday you take your pick of 350 suits up to \$13.50, for 8.90

The maker of this celebrated worsted refused to supply it at the price claimed by the clothing manufacturer. They had not enough on hand to divide the samples among their twenty travellers, so our buyer got the lot, and you get the unexpected and unusual chance of a perfectly staple regulation suit at a bargain price.

350 Men's Navy Blue English Worsted Suits. Regular \$10.50, \$12.00 and \$13.50. On sale Wednesday at 8.90

The material in these suits is an 18 to 19-ounce English clay worsted, in a rich navy blue shade, fast color; they are made up on the single and double-breasted models, with a fine twill mohair lining, splendidly tailored, in sizes 34 to 44. On sale Wednesday at 8.90

Leicester Underwear For Men

The best Underwear is made at Leicester, and here are examples from the home of the industry. It is dependable.

"Wolsey," medium weight, for present wear, \$2.00 per garment; winter weight, double-breasted, spliced knees and elbows, \$2.50; extra heavy, three-ply wool, \$3.00 per garment.

"Strachan" Heavy Weight Winter Shirts and Drawers, double breasts, unshrinkable. Regular \$1.50. Wednesday 1.25

A Sale of "Wolsey" Combinations takes place on Wednesday, finest unshrinkable wool; sizes 34 to 46. Regular \$4.00 and \$4.50. Wednesday 3.49

Boys' Clothes

We specialize in boys' clothes of the finest imported materials.

A Two-piece Suit, with bloomer pants, dark tan, excellent tailoring and trimming; this is one of the smartest two-piece suits of the season. Sizes 27 to 30, \$4.25; 31 to 34 4.75

A Lightweight Overcoat, double-breasted style, English tweed; a smart coat with a long lapel and velvet collar. Ages 2 to 7. Wednesday 4.50

A Suit for a Small Boy, 2 to 6, in smart Russian style, Scotch tweed, in a dark brown effect 4.75

Men's Imported Hats

Stiff Hats, new fall styles, fine English fur felt, and splendidly trimmed brown and black. Regular \$2.00 hats. Wednesday 89

Christy's Celebrated Featherweight English Make Derby Hats, correct shapes for 1911 and 1912, complete range; can suit the most particular tastes. Extra good values at 2.00 and 2.50

Imported Caps, latest English tweeds, extra well finished. Wednesday 1.00



The Robert **SIMPSON** Company Limited